



**PARKS & RECREATION DEPARTMENT**  
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**TO:** Members of the Parks & Recreation Board

**FROM:** Michelle Zelrick, Fitness Program Supervisor

**CC:** Rick Wieland, Director of Parks & Recreation  
 Marcy Jones, Recreation Services Manager

**DATE:** June 7, 2010

**RE:** Monthly Report on the Registration, Participation and Revenue of the Fitness Programs

The Fitness Division is offering new programs to stay current with industry standards and help members reach their fitness goals. A total of 243 Group Fitness classes were offered in the month of May. Group fitness member participation increased 16% in May 2010 from 2009. The popularity of the group fitness classes continues to grow and is a valuable element for memberships. All fee for service classes in the Fitness Division now offer a drop in option and participants have been very pleased to have this option with increasingly busy schedules.

<b>FAC Fitness Programs Attendance &amp; Revenue</b>				
	<b>FY09</b>		<b>FY10</b>	
<b>Boot Camp Fitness</b>	57	\$8032	41	\$6197
<b>Combat Club</b>	10	\$861	9	\$685
<b>Extreme Fat Loss Circuit</b>	10	\$1578	9	\$1663
<b>Game Day</b>	0	\$0	0	\$0
<b>Men of Valor</b>	21	\$3580	8	\$1516
<b>Home School Fitness</b>	0	\$0	10	\$233
<b>Kids Fitness Made Fun</b>	10	\$866	8	\$803
<b>Zumba</b>	5	\$360	22	\$1180
<b>Revive Inside</b>	6	\$2625	n/a	\$0
<b>Stroller Fit</b>	0	\$0	n/a	\$0
<b>Running Club</b>	n/a	\$0	4	\$100
<b>Core Ability Strength</b>	n/a	\$0	30	\$755
<b>Total Body Construction</b>	8	\$1280	n/a	\$0
<b>Drop In Revenue</b>	n/a	\$0	64	\$1110
<b>Restructure Your Structure</b>	n/a	\$0	n/a	\$0
<b>Personal Training (clients)</b>	25	\$7065	20	\$6074
<b>TOTAL</b>	<b>152</b>	<b>\$26,247</b>	<b>225</b>	<b>\$20,316</b>

<b>FAC Specialty Fitness Programs Attendance</b>								
	<b>Group Exercise</b>		<b>Personal Training</b>		<b>Fee For Service</b>		<b>Fit Cycle</b>	
	<b>FY09</b>	<b>FY10</b>	<b>FY09</b>	<b>FY10</b>	<b>FY09</b>	<b>FY10</b>	<b>FY09</b>	<b>FY10</b>
<b>Oct-09</b>	2,499	3,107	25	29	158	162	563	575
<b>Nov-09</b>	1,920	2,630	23	19	128	132	448	590
<b>Dec-09</b>	1,728	2,046	17	20	63	106	575	637
<b>Jan-10</b>	3,317	5,084	42	32	129	142	704	858
<b>Feb-10</b>	3,214	4,804	27	21	117	105	740	770
<b>Mar-10</b>	3,364	5,319	29	10	169	87	717	776
<b>Apr-10</b>	4,290	5,078	36	10	113	257	765	906
<b>May – 10</b>	3,772	4,726	25	20	152	148	807	769
<b>Year Total</b>	<b>24,104</b>	<b>32,794</b>	<b>224</b>	<b>161</b>	<b>1,029</b>	<b>1,139</b>	<b>5,319</b>	<b>5,881</b>